



AOT in Action

TOURISM WORKS FOR ARIZONA!

Issue 101 – March 27, 2006

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

It is not often that you come across someone that has such a passion and dedication for their work that they unanimously earn the respect of their peers, employees and members of their industry. Scottsdale Convention & Visitors Bureau President & CEO Rachel Sacco is one of those people. This week marks Rachel's 20th anniversary with Scottsdale tourism, and on behalf of the industry I would like to congratulate her on this amazing milestone. Since 1986, Rachel has been serving the City of Scottsdale through leadership roles at first the Scottsdale Chamber of Commerce and later the Scottsdale CVB. Rachel's numerous accomplishments and significant contributions have helped the Scottsdale CVB become a leader in regional tourism efforts. She truly recognizes the importance of forming partnerships and working with the surrounding communities to ultimately benefit everyone involved. I am personally grateful to have Rachel's expertise and enthusiasm on the Governor's Tourism Advisory Council, a position that she embraces with the same dedication that has defined the rest of her career. I wish Rachel success in the future and congratulate her on these past 20 years of service to our industry.

Have a great week!

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

TEAM FY 07 Grant Application Deadline

Fiscal Year 2007 TEAM Grant applications are due on April 7, 2006. One signed original and four copies must be mailed to AOT and delivered no later than 5:00 p.m. Friday, April 7, 2006. Applications may also be hand delivered to the address noted below on or before 5:00 p.m. Friday, April, 7, 2006. Late or incomplete applications will not be accepted.

TEAM Program
Arizona Office of Tourism
1110 West Washington, Suite 155
Phoenix, Arizona 85007

Make the Visitors' First Impression a Grand One!

The Arizona Office of Tourism is pleased to announce the FY 06 Grand Impressions workshops series. These workshops are a full day of education and training designed to empower tourism professionals by offering a Customer Service Training Program featuring: "How to Host International Visitors," a presentation on Arizona tourism attractions, and a mini-familiarization tour of an attraction in the workshop host's area, designed to provide first-hand knowledge of exciting Arizona destinations. The workshops are offered free of charge to travel counselors and hospitality professionals across the state. All workshops will be held from 8:15 a.m. to 5:00 p.m. Lunch will be provided. Below is a list of the Grand Impressions workshops for this year:

Bullhead City	April 13, 2006
Holbrook	April 27, 2006
Payson	April 28, 2006
Mesa	May 5, 2006
Sierra Vista	May 12, 2006

Space is limited! To register, please contact Sarah Martins, Travel Counselor at the Arizona Office of Tourism, at (602) 364-3687 or smartins@azot.gov.

Locals Know Best: Call for Nominations

As part of a project with National Geographic, the Arizona Office of Tourism and the Sonora Office of Tourism are asking locals to nominate special areas from the Greater Phoenix Metro area through Southern Arizona and Sonora that are geographically, culturally and historically unique. A map detailing the areas included can be found at www.ArizonaGeotourism.com. This project, called the Geotourism MapGuide, will increase knowledge about sustainable tourism and destination stewardship. Geotourism is defined as tourism that sustains or enhances the geographic character of a place - its

environment, culture, aesthetics, heritage and the well-being of its residents. Candidates might nominate a national park, museum or historic site, but might also include a private enterprise, such a family-owned restaurant serving cuisine indicative of the border region's heritage, a historic hotel or community-run craft center. The benefit to local communities is tourist revenue that can help restore historic districts, support local craftspeople, preserve and develop local cuisine and retain cultural traditions that would otherwise disappear.

Nominations will be taken through April 10, 2006. To nominate a site, visit www.ArizonaGeotourism.com. Nomination forms can be downloaded and e-mailed to joaquin@sonoran.org or submitted directly to the Sonoran Institute at: Sonoran Institute, Main Office, Attn: Joaquin Murrieta-Saldivar, 7650 E. Broadway, Suite 203, Tucson, AZ 85710. Additional documentation such as maps, photos or brochures is welcome and can be mailed to the above address. For more information about the project, please contact Marci Elizondo at the Arizona Office of Tourism at (602) 364-3720 or melizondo@azot.gov.

Trippin' with AOT

Sales Mission in Las Vegas

The Arizona Office of Tourism, in collaboration with neighboring states, will be conducting the 7th promotional sales mission in Las Vegas, Nevada on April 22, 2006. This function introduces Arizona suppliers and DMOs to the Nevada-based travel professionals of major Japanese tour companies. The event features destination development seminars, workshops and a marketplace, as U.S.-based managers can be influential on product and booking decisions. Participation fee is \$200.00 per supplier and \$300.00 for DMOs, plus travel expenses. For more information contact Osamu Hoshino, AOT's Japanese Representative, at (801) 266-3345 or ohoshino@comcast.net.

Industry News

A New Stop Before Takeoff

Those surfing the Web for vacation spots this summer will likely encounter an alternative route: a dot-travel domain in addition to the usual dot-com or dot.net. The new domain became a dot on the e-map last fall after getting the go-ahead from the Internet Corporation for Assigned Names & Numbers, the nonprofit group that coordinates Internet addresses worldwide. Ronald Andruff, CEO of Tralliance, which oversees the selling of names in the domain and maintains a registry, says a dot-travel Internet address will signal both authenticity and convenience. Trailliance checks the credentials of the travel and tourism outfits it registers to be sure they are bona fide groups with rights to the names they wish to use. All of the new domain's Web sites will be listed at www.directory.travel. Some tourism groups, such as the Travel Industry Association, won't add or move to a dot-travel address right away. But heavy hitters such as British

Airways, Disney and the state tourism boards of Utah and Florida have already signed on.
(Page 12, Business Week, 3/27)

Scottsdale Included in Top Spring Break Alternative Destinations

The Orbitz Insider Index has identified the top alternative destinations that travelers are visiting in March, excluding the historically popular college Spring Break hotspots such as Key West, Cancun and South Padre Island among others. The Orbitz Insider Index for alternative Spring Break destinations reviews future hotel bookings on Orbitz.com, indicating significant destination trend information within the data. Orbitz.com staff nominated 20 destinations and ranked the Top Ten using hotel bookings from March 1-31, 2006. The most popular alternative Spring Break destinations according to The Orbitz Insider Index are: Orlando, FL; San Diego, CA; Savannah, GA; Naples/Ft Myers, FL; Puerto Rico; Scottsdale, AZ; Tampa, FL; Los Cabos, Mexico; Charleston, SC; and Reno, NV. (3/22, PRNewswire)

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